

1. A method for marketing a school and office product system comprising the steps of:
packaging a school and office product with a data storage device wherein the data storage device includes a program which enables the user to customize or personalize the school and office product; and
offering the packaged product and storage device for sale as a unit.

2. The method of claim 1 wherein said program can provide and format indicia to be printed on a sheet of media that may be mounted onto said school and office product.

3. The method of claim 2 wherein said school and office product includes a pocket for receiving said sheet of media therein, and wherein said sheet of media is sized to be received in said pocket.

4. The method of claim 3 wherein said pocket is formed by a transparent sheet of material located on and coupled to said binder.

5. The method of claim 2 wherein said packaging step includes packaging said sheet of media with said school and office product and said data storage device.

6. The method of claim 2 wherein said sheet of media includes pre-printed indicia thereon.

7. The method of claim 2 wherein said sheet of media includes an adhesive backing such that said sheet of media can be adhered to said school and office product.

8. The method of claim 2 wherein said school and office product is a binder.

9. The method of claim 8 wherein said binder includes a binding mechanism that is shaped to be coupled to said divider, and wherein said sheet of media is shaped to be received in said divider.

10. The method of claim 9 wherein said divider includes a set of holes that correspond to said binding mechanism to enable said divider to be coupled to said binder.

11. The method of claim 2 wherein said indicia to be printed on said sheet of media includes fields for dates and activities which can be formatted using said program.

12. The method of claim 11 wherein said program can process data input by a user that corresponds to a specific date and print out said date and said data that corresponds to said date on said sheet of media.

13. The method of claim 2 wherein said indicia includes colored designs.

14. The method of claim 2 wherein said indicia includes personal information.

15. The method of claim 1 wherein said data storage device is a compact disk.

16. The method of claim 1 wherein said program can be used to format and print pages having predetermined indicia thereon.

17. The method of claim 16 wherein said predetermined indicia is a set of lines such that a user can print out graph paper.

18. The method of claim 1 wherein said program includes an interactive testing tool.

19. A school and office product system comprising:

a school and office product; and

a data storage device including at least one computer readable program, said data storage device being packaged for sale with said school and office product, said computer readable program being able to provide and format indicia to be printed on a sheet of media that may be mounted onto said school and office product.

20. The system of claim 19 further comprising a sheet of media for receiving indicia thereon that is provided and formatted by said computer readable program, said sheet of media being packaged with said school and office product and said data storage device.

21. The system of claim 19 wherein said school and office product includes a pocket, and wherein said sheet of media is shaped to be closely received in said pocket.

22. A method for marketing a school and office product system comprising the steps of:

packaging a school and office product with a data storage device, wherein the data storage device includes a program which can aid a user in completing school projects; and offering the packaged product and storage device for sale as a unit.

23. The method of claim 22 wherein said school and office product is a binder including a binding mechanism and wherein said program provides reference materials and customizable art.

24. The method of claim 23 wherein said program includes an interactive testing tool which can analyze a user's style of learning.

25. The method of claim 24 wherein said program that provides reference materials is customizable based upon the outcome of user's use of said interactive testing tool.

26. The method of claim 22 wherein said packaging step includes providing a web page address such that a purchaser of said school and office product is supplied with said web page address, and wherein said program is accessible at said web page address.

27. The method of claim 22 wherein said packaging step includes providing a web page address such that a purchaser of said school and office product is supplied with said web page address, and wherein said program can be updated when a user accesses said web page address.

28. The method of claim 22 wherein said program includes a planner, and wherein a user can input data into said planner and said planner can process said input data and match said input data with the appropriate date.

29. The method of claim 22 wherein said program includes a template for the preparation of reports.

30. A school and office product system comprising:
a school and office product; and
a data storage device packaged for sale with said school and office product,
wherein the data storage device includes a program which can aid a user in completing school projects.

31. The system claim 30 wherein said school and office product is a binder including a binding mechanism and wherein said program includes an interactive testing tool which can analyze a user's style of learning.

32. The system of claim 30 wherein said data storage device includes a program that provides reference materials that can be accessed by a user.

33. The system of claim 30 wherein said data storage device includes a program that provides a personal organizer that can be used by a user to track dates and appointments, and print out sheets listing said dates and appointments.

34. The system of claim 30 wherein said data storage device includes a program that provides a customizable art that can be accessed, formatted, customized and printed out by a user using a computer.

35. The system of claim 30 wherein said program includes reference materials and said data storage device further includes an interactive testing tool which can analyze a user's style of learning, and wherein said program that includes reference materials is customizable based upon the outcome of user's use of said interactive testing tool.

36. A method for marketing a school and office product system comprising the steps of:

a seller providing a school and office product and a data storage device including at least one computer readable program;

said seller packaging said school and office product and said data storage device together for sale;

a purchaser purchasing said packaged school and office product and data storage device; and

said purchaser using said at least one computer readable program to complete a school project.

37. A method for marketing a school and office product system comprising the steps of:

providing a school and office product; and

marketing said school and office product such that a purchaser of said school and office product is supplied with a web page address, wherein when said user accesses said web page identified at said web page address said user is provided access to a program that can aid said user in completing school projects.

38. The method of claim 37 wherein when said user accesses said web page identified at said web page address said user is provided access to a program that can provide and format indicia to be printed on a sheet of media that may be mounted onto said school and office product.